



Agenda Item Summary

General Government Committee
Tuesday, June 19, 2012

Agenda Item:

Briefing and Discussion About Ideas for a More Friendly Approach to Downtown Parking

Issue:

How to make downtown pay station parking fun.

City Manager's Recommendation:

Discuss information and provide guidance.

Staff Contact:

Steve Friddle, Community Services Manager, 360.753.8591

Karen Herald, Business Manager, 360.753.8277

Presenters:

Steve Friddle

Mary Corso, Member of Parking Fun Committee, Owner of Courtyard Antiques

Connie Lorenz, Member of Parking Fun Committee, ODA Executive Director

Background and Analysis:

The Parking Fun Committee has been meeting regularly to develop ideas for making the downtown pay station parking more user-friendly and explore options that might spur people to come downtown to shop, dine and recreate. The ideas to add fun that the group would like to discuss tonight include:

- 12 Days of Christmas: 2-hour free parking pay stations and 3-hour meters
- Girls' Night Out: Annual event with free parking starting at 12:00 p.m.
- First Friday: Monthly event with free parking starting at 12:00 p.m.

The Committee will also provide a status report on:

- Parking Program improvements
 - Pay station relocation project
 - Lot improvements - safer, cleaner, more attractive
 - Gravel lot resurfaced
 - Enhanced cleaning schedule
 - Artesian lot
- Ongoing customer service and education
- Downtown Ambassador Pilot Program

Neighborhood/Community Interests:

The Parking Fun Committee represents business owners in the downtown that also serve on the Parking Business Improvement Area and/or the Olympia Downtown Association. We rely on their experience as well as feedback from customers to develop these ideas. Staff supports this approach.

Options:

1. Recommend moving forward to implement these actions.
2. Recommend staff and the Committee to look in to different and/or additional actions.
3. Do not recommend implementing these actions.

Financial Impact:

- Free parking for events such as Girls Night Out and First Friday would have a minimal impact on revenue.
- Funding for pay station relocation and parking lot improvements would be from the Parking Special Fund. Project scope for future lot improvement work has not yet been identified.
- Staff training on customer service is funded through the existing training budget.
- The Downtown Ambassador Pilot Program is funded through the Parking Fund. (\$50,000).

Attachments:

1. Pay station revenue and expense report
2. Downtown core occupancy report